

Subject: Re: Gallup Research Assessment of 2016 LA Fleet Week [public event]

From: Mike Shatynski

Date: 03/20/2017 04:01 PM

To: "Baker, Arley" <ABaker@portla.org>

CC: "Seroka, Gene" <gene_seroka@portla.org>, "Jonathan Williams (jwilliams@lafleetweek.org)" <jwilliams@lafleetweek.org>, "Jeff Gorell (jeff@lafleetweek.org)" <jeff@lafleetweek.org>, "Sanfield, Phillip" <PSanfield@portla.org>, "Liu, Doane" <DLiu@portla.org>, Lorena Parker <lparker@sanpedrobid.com>, "Elise Swanson (eswanson@sanpedrochamber.com)" <eswanson@sanpedrochamber.com>, "Adams-Lopez, Theresa" <TAdams-Lopez@portla.org>, "Lipscomb, Paul" <PLipscomb@portla.org>, "Gazsi, Thomas" <TGazsi@portla.org>, "Benson, Andrew" <ABenson@portla.org>, "John, Stephen" <SJohn@portla.org>, "Bautista, Jessica" <JBautista@portla.org>, "Nixon, Leon" <LNixon@portla.org>, "Jonna.L.Clouse@uscg.mil" <Jonna.L.Clouse@uscg.mil>, "Campbell, Rachel" <RCampbell@portla.org>, "Bezmalinovich, Augie" <ABezmalinovich@portla.org>, "Moreno, Cecilia" <CMoreno@portla.org>, "Gonzales, Sheila" <SGonzales@portla.org>, "Smith, Leigh" <LSmith@portla.org>, "Gastelum, Lori" <LGastelum@portla.org>, "Calhoun, Erica" <ECalhoun@portla.org>, "Grant, Regina" <RGrant@portla.org>, "Mike Getscher (mgetscher@labattleship.com)" <mgetscher@labattleship.com>, Todd Caleca <tcaleca@labattleship.com>

Good afternoon!

I attended the conference with Arley as the representative from the LA Fleet Week Foundation. Here are the most important US Navy metrics and goals that I distilled for you from attached Gallup survey results:

Learned a lot or some about the Navy: Goal - 70%, **LAFW 2016 – 92%**

Feel more favorable about the Navy: Goal – 50%, **LAFW 2016 – 94%**

Recommend service in the Navy to a child or grandchild: Goal – 30%, **LAFW 2016 – 79%**

Overall satisfaction: **LAFW 2016 - 95%**

In the US Navy, we have a short but meaningful way to signal recognition of a job well-done. We say "BZ" or "Bravo Zulu"

The survey results for LA Fleet Week 2016 were extraordinary!

To all of you,

BRAVO ZULU!

Mike Shatynski
RADM USN (Ret)

On Mon, Mar 20, 2017 at 11:10 AM, Baker, Arley <ABaker@portla.org> wrote:

Good morning Ladies and Gentlemen,

As key supporters and/or contributors to our inaugural LA Fleet Week last September, I wanted to share with you some of the results of a presentation that Gallup Research provided during a first-ever "Fleet Week Summit" organized last Wednesday at 3rd Fleet HQ in San Diego. This was the only Fleet Week market assessment presented to the group, which included organizers from Seattle, Portland, San Francisco, LA and San Diego.


According to Gallup, which has worked as a contractor to assess Navy Week and Fleet Week events across the country since at least 2010-2011, the public engagement levels and positive perceptions of the LA Fleet Week event -- and the Navy overall, as a result of the event -- were unprecedented. Among other things, the presenter from Gallup said, "We have never seen numbers like this."

I wanted to share these results with you because you were instrumental in the overwhelming success of this event. Please feel free to share this information with your colleagues and certainly let me know if you have any questions whatsoever.

Congratulations and thank you for all your support and contributions to LA Fleet Week.

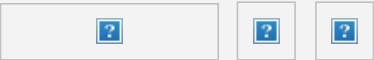
Regards,

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	Arley M. Baker	Port of Los Angeles Communications Group
	Senior Director	
	Direct: (310) 732-3093	425 S. Palos Verdes Street
	Fax: (310) 831-6936	San Pedro, CA 90731
	Email: abaker@portla.org	http://www.portoflosangeles.org

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